



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

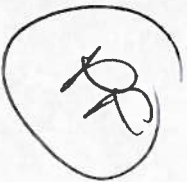
Shorr & Associates
1831 Chestnut Street
Philadelphia, PA 19103

Contract # 326561

Schedule Dates 08/14/12-08/20/12
Advertiser Pol/R Casey/D/US Senate (16759)
Agency Shorr & Associates (2909)
Product Political - Federal Candidate (1067)
Brand POL/R CASEY/D/SEN/PA (134170)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name DETTORRE, MICHAEL
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments BOB CASEY 8/14
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/13/12
Last Modified 08/13/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06274909
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,832.50
Net Total \$21,717.50
Sales Tax

Pittsburgh (WPXI)
By Broadcast Month
Aug. 2012
Spots 37
Rate \$25,550.00
Grand Total: 37 \$25,550.00



Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	5:29A- Channel 11 News 530am			1	1	1	1			4	\$325.00	\$1,300.00	Pittsburgh (WPXI)	news 530A-6A/1	8/13/12
2.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	7A- Today Show			2	2	2	2			8	\$525.00	\$4,200.00	Pittsburgh (WPXI)	TODAY 7-9A/2	8/13/12
3.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	4:29P- Judge Judy 430p			1	1	1	1			4	\$375.00	\$1,500.00	Pittsburgh (WPXI)	JUDY 430-5P/3	8/13/12
4.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	5:30P- 6P (EST)	3	X	X	X	X				3	\$600.00	\$1,800.00	Pittsburgh (WPXI)	NEWS 530-6P/4	8/13/12
5.0	Normal Line / Spot	08/14/12-08/17/12	5	:30	6:59P- Jeopardy			1	1	1	1			4	\$1,100.00	\$4,400.00	Pittsburgh (WPXI)	JEOP 7-730P/5	8/13/12
6.0	Normal Line / Spot	08/14/12-08/18/12	5	:30	6:59P- Jeopardy Late News			1	1	1	1	1		5	\$1,250.00	\$6,250.00	Pittsburgh (WPXI)	LATE NEWS/7	8/13/12
7.0	Normal Line / Spot	08/19/12-08/19/12	5	:30	11P- Black & Gold Zone								1	1	\$1,400.00	\$1,400.00	Pittsburgh (WPXI)	ZONE 11-1135P/6	8/13/12
8.0	Normal Line / Spot	08/19/12-08/19/12	5	:30	7A- 10A (EST)								2	2	\$300.00	\$600.00	Pittsburgh (WPXI)	SUN NEWS 7-10A/8	8/13/12
9.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	5:29A- Channel 11 News 530am			1						1	\$325.00	\$325.00	Pittsburgh (WPXI)	NEWS 530-6A/9	8/13/12
10.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	7A- Today Show			2						2	\$525.00	\$1,050.00	Pittsburgh (WPXI)	TODAY 7-9A/10	8/13/12
11.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	4:29P- Judge Judy 430p			1						1	\$375.00	\$375.00	Pittsburgh (WPXI)	JUDY 430-5P/11	8/13/12
12.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	6:59P- Jeopardy			1						1	\$1,100.00	\$1,100.00	Pittsburgh (WPXI)	JEOP 7-730P/12	8/13/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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13.0	Normal Line / Spot	08/20/12-08/20/12	5	:30	10:59P- CHANNEL 11 NEWS AT 11P	1								1	\$1,250.00	\$1,250.00	Pittsburgh (WPXI)	LATE NEWS/13	8/13/12
CONFIRMATION CONTRACT																			
Accepted-Agency/Advertiser:		Date:		Accepted-Station:		Date:		Comments:											

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